

wherein the at least one server computer is operable to establish a group communication connection between a subset of the plurality of user profiles via the internet messaging platform;

wherein the internet messaging platform is operable to assign an event to the group communication connection;

wherein the internet messaging platform is operable to receive desired price ranges from the subset of the plurality of user profiles via the group communication connection;

wherein at least one server computer is operable to determine an available selection of tickets for the assigned event based on the predetermined price ranges; and

wherein the at least one server computer is operable to reserve and/or purchase the available selection of tickets.

**15.** The system of claim **14**, wherein the at least one server computer is operable to receive payment account information from each of the subset of the plurality of user profiles and charge each of the payment accounts according to an individual number of tickets requested by each of the subset of the plurality of user profiles.

**16.** The system of claim **15**, wherein the at least one server computer is operable to initially purchase the available

selection of tickets as a set and, following the initial purchase, charge each of the payment accounts for the individual number of tickets requested by each of the subset of the plurality of user profiles.

**17.** The system of claim **15**, wherein the at least one server computer is operable to reserve or purchase the available selection of tickets by transmitting the payment account information to an external ticketing system.

**18.** The system of claim **14**, wherein the at least one server computer is operable to select the subset of the plurality of user profiles based on mutual indications of profile interest received from each of at least two of the plurality of user profiles.

**19.** The system of claim **14**, wherein the at least one server is operable to restrict establishment of the group communication connection based on at least one profile element requirement.

**20.** The system of claim **19**, wherein the at least one server computer is operable to assign at least two events to the group communication connection, wherein the at least one server is operable to create a reservation and/or purchase tickets based on preferences from the subset of the plurality of user profiles.

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